

**MINUTES OF THE REGULAR MEETING OF THE
TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD
March 15, 2001**

The regular meeting of the Tobacco Use Prevention and Cessation Executive Board was called to order at 1:30 p.m., E.S.T., in Rice Auditorium of the Indiana State Department of Health (ISDH) Building by Bain Farris, Chairperson. The following Executive and Advisory Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Karla Sneegas, MPH, Executive Director
Alan Snell, MD
Michael Blood, MD
Peggy Voelz
Robbie Barkley
Frank Kenny
Stephen Jay, MD
Richard Huber, MD
J. Michael Meyer
Pamela Peterson-Hines
Robert Keen, PhD
Steve Simpson, MD
Patricia Hart
Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Matt Steward for Steve Carter (Ex-Officio)
Arden Christen, DDS (Advisory Board)
Cecelia Bordador (Advisory Board)
Kay Wheeler (Advisory Board)

The following Executive and Advisory Board members were not in attendance:

James Jones
Mohammad Torabi, PhD
Alice Weathers
Janet Corson for Katie Humphreys (Ex-Officio)
Diana Swanson, NP (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Olga Villa Parra (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)
Kate Taylor (Advisory Board)
Steven Guthrie (Advisory Board)
Kiki Luu (Advisory Board)

Agency staff in attendance:

J.D. Lux, Deputy Director & General Counsel

Others in attendance:

Danny McGoldrick, Campaign for Tobacco-Free Kids

Penny Davis, Indiana State Excise Police

Steve Anderson, Indiana State Excise Police

Jackie Robbins, Indiana State Excise Police

Dan Rose, Indiana State Excise Police

Clifford Ong, Alcoholic Beverage Commission

Louise Polansky, FSSA/DMH

Jim Wolf, FSSA/DMH

Renee Miller, State Budget Agency

Adedayo Adeniyi, State Personnel Department

Patrick Arnold, State Personnel Department

Tom Hirshhauer, Publicis

Louis Mahern, Publicis

Darla Shields, MZD Advertising

Harry Davis, MZD Advertising

Sharon Shotts, MZD Advertising

Dr. Rick Markoff, STAR Alliance

Carol Collins, Baker & Daniels

Korey Antonelli, IPRC/TRIP

Grant Monohan, Indiana Retail Council

Mitz Hurst, Martin University

Phyllis A. Carr, Martin University

Mitzi Hurst, Martin University

Angela Holloway, Indiana University

Robert Saywell, IU Bowen Research Center

Terry Zollinger, IU Bowen Research Center

Becky Tuttle, Marion Co. Health Dept.

Debi Hudson, IU Nicotine Dependence Program

Ann Blackmer, Blackmer & Blackmer

David Blackmer, Blackmer & Blackmer

Jenny Moss, Cardinal Health Systems

Shirley Lindsey, Bloomington Hospital

Lillian Henegar, Governor's Commission for a Drug-Free Indiana

Joe Hunt, ISDH

Rob Clark, ISDH

I. Minutes

Bain Farris asked for discussion and/or corrections to the February 15, 2001 minutes. Upon hearing no comments, Mr. Farris entertained a motion to approve the February 15, 2001 minutes as submitted. On a motion by Dr. Blood, seconded by Mr. Keen and passed unanimously, the Board approved the February 15, 2001 minutes as submitted.

II. Presentations

- *Tobacco Use Prevention and Cessation Fund Update*

J.D. Lux, Deputy Director and General Counsel, stated that Mike Frick, Deputy State Treasurer could not attend but faxed information for the Board. Mr. Lux introduced Renee Miller, State Budget Agency. Ms. Miller is the budget analyst for the Tobacco Prevention and Cessation Agency. Mr. Lux distributed a Balance Sheet and Statement of Revenues and Expenditures as prepared by the State Treasurer's Office.

- *Evaluation - Planning Considerations*

Karla Sneegas, MPH, Executive Director, introduced Danny McGoldrick, Director of Research, Campaign for Tobacco-Free Kids. He is researching current tobacco control programs in several states to determine what works and what doesn't. Evaluation is a critical part of a comprehensive tobacco prevention and cessation program. Rigorous evaluation is critical for: accountability, monitoring program implementation, continuous program improvement, and demonstration of program success. Evaluation reveals: inputs - what we are doing, outputs - what are we accomplishing, attribution - if what we're doing is related to what we are accomplishing, should we continue what we are doing, and how should we change what we are doing. Evaluation forces us to think about: who the target is, what do we want the target to do, and how to accomplish it. The next step is to create a logic model that: lays out goals and objectives, specifies activities to meet the goals, link activities with objectives, and identifies measures for both activities and objectives. Keys to effective evaluation are: measurable objectives tied to program activities, process measures to monitor program implementation, outcome measures to assess program effects, and realistic expectations. Some data considerations for statewide evaluation are: baseline measure is critical (e.g. prevalence surveys; compliance checks), ongoing regular monitors of key process and outcome measures, media tracking for interim measures of campaign impact, substate and demographic subgroup data, and national comparison data. Three forms of evaluation are: formative (preliminary data), process (measuring what you're doing), and outcome (changes in behavior and attitude, etc). There are five elements of a comprehensive tobacco control program: public education/media campaign, community programs, school programs, enforcement, and cessation. Tobacco program long-term outcomes and ultimate goals include: declining illnesses, less smoking attributable to mortality, and reduction in smoking-related health care costs. Linking intervention with outcomes is critical to demonstrate program success.

Peggy Voelz asked what percent of Florida's initial-year budget was spent on advertising. Mr. McGoldrick responded that out of approximately \$70 million, \$20 million was spent on advertising.

Dr. Stephen Jay, Evaluation Committee Chair, presented an update on the Committee's progress. Draft principles for evaluation, mission and goals, and interim steps to begin the evaluation process will be presented to the Board for consideration and approval at the April meeting. Dr. Jay moved that the Board allocate up to 20 percent (but no less than \$1.00 per capita) of our annual budget for a statewide media campaign. The motion was seconded by Dr. Huber. Mr. Farris asked for discussion from the Board. Pam Peterson-Hines expressed concern that minority populations will be targeted. Mr. Keen asked if there would be some monies left for local/community media campaigns. Ms. Sneegas responded that the Long-Range Plan Committee is currently working on the community-based program component. It is important that local/community media messages do not conflict with the statewide media message. Mr. Farris called for a vote on the motion before the Board and the motion passed unanimously.

- *Youth Access Enforcement Plan*

Penny Davis, Superintendent, Indiana State Excise Police (ISEP), introduced Clifford Ong, the Chairman of the Alcoholic Beverage Commission (ABC); and Jackie Robbins, Danny Rose and Steve Anderson, ISEP. Ms. Davis stated the ISEP's plan for youth access enforcement includes: public service announcements, accomplishments, training local officers, training vendors, retail, youth, increased sanctions, and policy efforts; through media, education, enforcement, and legislative changes to reduce access and increase deterrence to ultimately reduce the availability and accessibility of tobacco products to youth. A hotline has been established (1-866-2stopem) to report retail violators. The ISEP plan would involve incorporating the Tobacco Retail Inspection Program (T.R.I.P.). The ISEP has six districts and T.R.I.P. has 13 districts (current officers). ISEP will provide 20 to 30 percent more enforcement in follow-up investigations and education of retailers, local law enforcement, and school and youth programs. ISEP would continue to involve their administrative prosecutor and local law enforcement; establish an ID check program - Clerk or Police Selling (C.O.P.S.); collect existing data from other agencies and conduct surveys from on-site investigations, retail vendors and youth for baseline data; work with local organizations, i.e. churches, boys and girls clubs, etc. ISEP would use current supervisory personnel but would need to hire 13 ISEP and 1 clerical staff, but would use existing local law enforcement officers and T.R.I.P. officers. Officers will be able to enter and transfer data while in the field using palm pilots. Media coverage of inspections would be increased. The ISEP will advise on appropriate policy issues related to increasing compliance with Indiana Youth Access laws. Expected outcomes of the enforcement plan: increased compliance rates; increase in average age of initial use; continued enlistment of public support; communicate the availability of cessation alternatives; continued media support; and changing expectations of smoking by youth. Ms. Davis displayed the proposed budget for Year 1 and Year 2.

There was discussion on hiring non-smoking officers and the possibility of transferring existing local law enforcement officers to the ISEP. Peggy Voelz asked when T.R.I.P. would be transferred to the ISEP. Ms. Davis estimated that it would transfer in June or July, 2001. Frank Kenny asked if the ticketed youth get a fine and are the parents involved. Ms. Davis responded that fines are issued and, in some communities, parents are required to accompany the youth in court. Dr. Huber suggested the ISEP establish a list of counties that are already handling tobacco-related fines through their court system for other counties to reference. Dr. Snell asked about the budgeted amount for palm pilots. Ms. Davis responded that the budgeted cost includes the palm pilots, software, and software licensing for all the ISEP Officers.

Mr. Keen moved that the Tobacco Prevention and Cessation Agency enter into a Memorandum of Understanding with the ABC and the ISEP to fund and implement the youth access enforcement plan as presented by the ISEP at the March 15, 2001 Tobacco Use Prevention and Cessation Executive Board meeting, it was seconded by Dr. Jay. Mr. Farris asked for further discussion from the Board. Dr. Huber encouraged the ISEP to work with the Board's Evaluation Committee. Mr. Farris called for a vote on the motion before the Board, and the motion passed unanimously.

III. Legislative Update

Mr. Lux presented a legislative update to the Board. HB 1638 and HB 1001 (budget bill) have passed out of the House and are now in the Senate for consideration. HB 1147 passed out of the House but has not been assigned to a Committee in the Senate as of this date. Dr. Huber inquired about the bill to increase the cigarette tax (HB 1457). Mr. Lux responded that the bill does not appear to be moving at this time. Dr. Huber stated that per discussions with the Chairman of the Senate Finance Committee, he was advised that the Governor would need to take the lead in support of raising the cigarette tax. There was discussion about agency interaction with the Governor and Legislature. Dr. Huber moved that agency staff work with the Governor's Office to raise the cigarette tax, it was seconded by Dr. Blood. Mr. Farris asked for further discussion from the Board. Mr. Farris also stated that it would be appropriate for the agency to inform the Governor of their support of a particular bill. Dr. Snell suggested that the letter come from the Board rather than the agency. Mr. Lux stated that information on bills that would impact the agency has already been provided to the Governor and/or the legislature as requested. Matt Steward, proxy for the Attorney General, suggested that the Board take some time to consider and review that legislation before taking a position. Mr. Farris called for a vote on the motion before the Board, the majority were not in favor of the motion, therefore, the motion died.

IV. Update on Agency Staff and Spacing

Ms. Sneegas thanked the ISDH for their help with space, equipment and administrative support. There have been several meetings with the State Personnel Department, the Department of Administration, and the State Budget Agency to work on infrastructure issues. She introduced Adedayo Adeniyi and Patrick Arnold from the State Personnel Department. She distributed organizational charts (Phase I and Phase II) that have been approved by both the State Personnel Department and State Budget Agency. Phase I are priority positions that are now ready to be posted for the interview process. The agency has been approved for Executive Broad Banding, which gives maximum flexibility (i.e. salary ranges and job descriptions) when recruiting. All full-time employees (FTEs) have to be established at the same time, but do not have to be filled immediately. This organizational chart closely follows the same design as California. Dr. Jay asked when the positions would be posted. Ms. Sneegas stated that based upon Board approval, position posting can begin as early as Friday, March 17th. Mr. Farris entertained a motion to accept the staffing organizational chart design as prepared by the Indiana State Personnel Department for the Tobacco Prevention and Cessation Agency. Dr. Blood asked that the motion be approved in two parts - one motion for Phase I and one motion for Phase II. Dr. Blood moved that the Board approve Phase I, it was seconded by Dr. Huber. Mr. Farris asked for further discussion from the Board. The motion was approved by a majority vote. Mr. Kenny moved that the Board approve Phase II, it was seconded by Ms. Voelz and approved by a majority vote.

Mr. Lux presented an update on office space. The realtor is working to finalize a lease on approved office space. More details will be presented at the April 19th meeting.

V. Long-Range Plan Committee Update

Ms. Sneegas thanked Peggy Voelz for agreeing to Chair the Long-Range Plan Committee. She distributed a Draft Broad Funding Allocation model for community-based programs for review and comment by the Board. She asked the Board to review and send comments, questions, etc. to Peggy Voelz, Dr. Snell or herself. The next Long-Range Plan Committee is scheduled for April 12th from 12:30 to 3:30 p.m. in the Indianapolis area. Ms. Voelz asked that the Board review and make comments on the draft model before the April 19th Executive Board meeting.

Ms. Sneegas also stated that there will be an Advisory Board meeting on April 18th from 1:00 to 3:00 p.m. The location will be announced at a later date.

The Executive Board meeting adjourned at 3:40 p.m.

The next Executive Board meeting is scheduled for Thursday, April 19th.